

## **SYSTEM AND METHOD FOR TRACKING PLACEMENT AND USAGE OF CONTENT IN A PUBLICATION**

### **ABSTRACT OF THE DISCLOSURE**

- 5           A method, a program embodied in a computer readable medium, and a  
system for tracking a placement of content in a publication are provided. In  
one embodiment, for example, the method includes the step of detecting at  
least one placement tag associated with a content element in a computer  
system, the content element comprising at least a portion of a content item to  
10 be placed in the publication. The method also includes the steps of  
determining at least one position in the publication at which the content  
element is placed when the at least one placement tag is detected, and,  
generating a placement report that logs the at least one position of the content  
element within the publication.

10010979 "5948660